

**FACTORS INFLUENCING CONSUMERS' ACCEPTANCE OF MOBILE
MARKETING SERVICES**

By

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ABSTRACT

The research of mobile marketing services is still at the early stage and the reason to explain the acceptance as well as the understanding of the actual usage level of mobile marketing services still remains unclear. To investigate this issue, this study has examined the acceptance of mobile marketing services by measuring the consumer's intention and actual usage of mobile marketing services. Grounded by the Decomposed Theory of Planned Behaviour (DTPB), this study proposes a framework by decomposing attitude, subjective norm, perceived behavioural control and perceived risk. A total of 334 full-time university students from four public universities in the Northern Region, Malaysia have participated in this study. Data for all the study variables have been collected through self-administered survey questionnaires. Structural Equation Modeling (SEM) is the main statistical technique used in this study. The study has shown that the level of the actual usage is at the lower level. The study also reveals that all the main beliefs (attitude, subjective norm, perceived behavioural control and perceived risk) are found to have significant effect on consumer's intention to use mobile marketing services. With regard to antecedents' effect on the main beliefs, there are only four factors which are found insignificant namely perceived ease of use, personal innovativeness, media and technology facilitating condition. Whereas, another ten antecedent factors significantly influence the main beliefs. Overall, the results indicate that the model provides a good understanding of the factors that influence intention to use and the actual usage of mobile marketing services. As predicted, decomposition of the main beliefs provides more specific factors that influence the behaviour. Based on the findings, the theoretical and practical implications of the study as well as limitations and suggestions for future studies are also discussed.

Keywords: Decomposed Theory of Planned Behaviour, Mobile marketing services, Acceptance, Perceived risk, Actual use.

ABSTRAK

Kajian mengenai perkhidmatan pemasaran telefon mudah alih adalah masih di peringkat awal dan sebab untuk menjelaskan penerimaan serta kefahaman tentang tahap penggunaan sebenar perkhidmatan pemasaran telefon mudah alih masih tidak jelas. Untuk mengkaji isu ini, kajian ini mengkaji penerimaan perkhidmatan pemasaran telefon mudah alih dengan mengukur niat pengguna dan penggunaan sebenar perkhidmatan pemasaran telefon mudah alih. Didokong oleh Teori Penguraian Gelagat Terancang (DTPB), kajian ini mencadangkan satu rangka kerja dengan menguraikan sikap, norma subjektif, kawalan gelagat ditanggap dan risiko ditanggap. Seramai 334 orang pelajar universiti sepenuh masa dari empat buah universiti awam di Wilayah Utara, Malaysia telah mengambil bahagian dalam kajian ini. Data untuk semua pembolehubah kajian telah diperolehi melalui bancian soalselidik sendiri. Pemodelan Persamaan Berstruktur (*Structural Equation Modeling-SEM*) adalah teknik statistik utama yang digunakan dalam kajian ini. Dapatan kajian ini menunjukkan tahap penggunaan sebenar berada pada tahap yang rendah. Kajian ini juga mendapati bahawa semua kepercayaan utama (sikap, kawalan gelagat ditanggap, norma subjektif dan risiko ditanggap) mempunyai kesan signifikan ke atas niat pengguna untuk menggunakan perkhidmatan pemasaran telefon mudah alih. Berdasarkan kesan faktor-faktor penentu terhadap kepercayaan utama, terdapat hanya empat faktor yang didapati tidak signifikan iaitu kemudahan penggunaan ditanggap, inovasi individu, media dan kondisi kemudahan penggunaan teknologi. Sebaliknya, sepuluh lagi faktor penentu secara signifikannya mempengaruhi kepercayaan utama. Secara keseluruhan, hasil kajian menunjukkan bahawa model ini memberikan penjelasan yang baik terhadap faktor-faktor yang mempengaruhi niat untuk menggunakan dan penggunaan sebenar perkhidmatan pemasaran telefon mudah alih. Seperti yang diramalkan, penguraian kepercayaan utama memberikan faktor-faktor lebih spesifik yang mempengaruhi gelagat. Berdasarkan dapatan, implikasi teori dan praktikal kajian serta batasan dan cadangan untuk kajian pada masa hadapan juga dibincangkan.

Kata Kunci: Penguraian Teori Gelagat Terancang, Perkhidmatan pemasaran telefon mudah alih, Penerimaan, Risiko ditanggap, Penggunaan sebenar.

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TABLE OF CONTENTS

CERTIFICATION OF THESIS WORK.....	ii
PERMISSION TO USE.....	iv
ABSTRACT.....	v
ABSTRAK.....	vi
ACKNOWLEDGEMENTS.....	vii
TABLE OF CONTENTS.....	viii
LIST OF TABLES.....	xv
LIST OF FIGURES.....	xx
LIST OF ABBREVIATIONS.....	xxi

CHAPTER 1 INTRODUCTION

1.1	Background of the Study.....	1
1.2	Problem Statement.....	8
1.3	Research Questions.....	12
1.4	Research Objectives.....	12
1.5	Significance of the Study.....	13
1.6	Definition of Key Terms.....	15
1.7	Organization of the Thesis.....	22

CHAPTER 2 LITERATURE REVIEW

2.1	Introduction.....	23
2.2	Definition and Conceptualizations of Mobile Marketing.....	23
2.3	Consumer Acceptance.....	31
	2.3.1 Behavioural Intention and Behaviour.....	35
	2.3.2 Actual Use.....	47
2.4	Underlying Theories of Technology Acceptance.....	58
	2.4.1 Innovation Diffusion Theory.....	58
	2.4.2 Theory of Reasoned Action.....	66
	2.4.3 Theory of Planned Behaviour.....	71
	2.4.4 Technology Acceptance Model.....	75
	2.4.5 The Decomposed Theory of Planned Behaviour.....	82
2.5	Antecedents of Behavioural Intention.....	91

2.5.1	Attitude.....	97
2.5.2	Subjective Norm	100
2.5.3	Perceived Behavioural Control.....	104
2.5.4	Perceived Risk	110
2.6	Decomposing Attitude.....	119
2.6.1	Perceived Usefulness	120
2.6.2	Perceived Ease of Use.....	123
2.6.3	Perceived Compatibility.....	127
2.6.4	Perceived Image.....	130
2.6.5	Personal Innovativeness.....	132
2.6.6	Perceived Enjoyment	135
2.7	Decomposing Subjective Norm.....	138
2.7.1	Friends and Family (Internal influence)	139
2.7.2	Media (External influence)	141
2.8	Decomposing Perceived Behavioural Control.....	143
2.8.1	Self-Efficacy	144
2.8.2	Resource and Technology Facilitating Condition.....	147
2.9	Decomposing Perceived Risk.....	151
2.9.1	Perceived Security and Perceived Privacy.....	152
2.10	Theoretical Framework.....	156
2.11	Hypotheses.....	163
2.11.1	Relationship between Intention to use and Actual Use	163
2.11.2	Relationship between Attitude and Intention to Use	164
2.11.3	Relationship between Subjective Norm and Intention to Use	166
2.11.4	Relationship between Perceived Behavioural Control and Intention to Use.....	168
2.11.5	Relationship between Perceived Risk and Behavioural Intention.....	169
2.11.6	Decomposed of Attitude.....	170
2.11.6.1	Relationship between Perceived Usefulness and Attitude.....	170

2.11.6.2	Relationship between Perceived Ease of Use and Attitude.....	172
2.11.6.3	Relationship between Perceived Compatibility and Attitude....	173
2.11.6.4	Relationship between Perceived Image and Attitude.....	174
2.11.6.5	Relationship between Personal Innovativeness and Attitude....	175
2.11.6.6	Relationship between Perceived Enjoyment and Attitude.....	177
2.11.7	Decomposed of Subjective Norm.....	178
2.11.7.1	Relationship between Friends, Family, Media and Subjective Norm.....	179
2.11.8	Decomposed of Perceived Behavioural Control.....	181
2.11.8.1	Relationship between Self-Efficacy, Resource Facilitating Condition, Technology Facilitating Condition and Perceived Behavioural Control.....	183
2.11.9	Decomposed of Perceived Risk.....	185
2.11.9.1	Relationship between Perceived Security, Perceived Privacy and Perceived Risk.....	185
2.12	Summary.....	188

CHAPTER 3 METHODOLOGY

3.1	Introduction.....	189
3.2	Research Design.....	189
3.3	Operationalization of Variables.....	190
3.4	Research Instruments Development.....	196
3.5	Variables Measurement	199
3.5.1	Actual Use.....	200
3.5.2	Behavioural Intention.....	200
3.5.3	Attitude	201
3.5.4	Subjective Norm	202
3.5.5	Perceived Behavioural Control	203
3.5.6	Perceived Risk	204
3.5.7	Perceived Usefulness	205
3.4.8	Perceived Ease of Use.....	206
3.5.9	Perceived Compatibility.....	207

3.5.10	Perceived Image.....	208
3.5.11	Personal Innovativeness.....	209
3.5.12	Perceived Enjoyment	210
3.5.13	Friends.....	211
3.5.14	Family	211
3.5.15	Media	212
3.5.16	Self-Efficacy	213
3.5.17	Resource Facilitating Condition	213
3.5.18	Technology Facilitating Condition	214
3.5.19	Perceived Security	215
3.5.20	Perceived Privacy.....	216
3.6	Demographic Items.....	216
3.7	Translation of Questionnaire.....	217
3.8	Study Population and Sample Size	217
3.9	Data Collection Procedure	220
3.10	Pilot Study.....	222
3.11	Data Analysis	224
3.11.1	Data Screening and Multivariate Assumptions.....	225
3.11.2	Exploratory Factor Analysis (EFA).....	228
3.11.3	Confirmatory Factor Analysis (CFA).....	232
3.11.3.1	Model Specification.....	233
3.11.3.2	Validity Assessment of Measurement Model.....	238
3.11.3.2.1	Goodness of Fit (GOF) Model.....	239
3.11.3.2.2	Validity of the Constructs.....	243
3.11.3.3	Model Re-Specification.....	244
3.11.4	Structural Model Acceptance of Mobile Marketing.....	245
3.12	Summary.....	245
CHAPTER 4 FINDINGS		
4.1	Introduction.....	246
4.2	Response Rate.....	246

4.3	Test of Non-Response Bias.....	247
4.4	Profile of the Respondents.....	250
4.5	Data screening and Multivariate Assumptions.....	252
4.6	Exploratory Factor Analysis (EFA).....	259
4.6.1	Factor Analysis for Antecedent of Attitude	260
4.6.2	Factor Analysis for Antecedent of Subjective Norm	264
4.6.3	Factor Analysis for Antecedent of Perceived Behavioural Control.....	266
4.6.4	Factor Analysis for Antecedent of Perceived Risk	270
4.6.5	Factor Analysis of Attitude.....	273
4.6.6	Factor Analysis of Subjective Norm.....	274
4.6.7	Factor Analysis of Perceived Behavioural Control	276
4.6.8	Factor Analysis of Perceived Risk.....	277
4.6.9	Factor Analysis of Behavioural Intention.....	279
4.6.10	Factor Analysis of Actual Use	280
4.7	Reliability Analysis.....	281
4.8	Re-Statement Hypotheses.....	282
4.9	Descriptive Analysis of Study Variables.....	284
4.9.1	Major Variables.....	284
4.9.2	Level of Actual Use by Respondents.....	285
4.10	Confirmatory Factor Analysis (CFA).....	288
4.10.1	First-Order Model the Antecedents of Attitude.....	289
4.10.2	Second-Order Model of Attitude	293
4.10.3	First-Order Model the Antecedents of Subjective Norm	297
4.10.4	Second-Order Model of Subjective Norm	299
4.10.5	First-Order Model of Perceived Behavioural Control	302
4.10.6	Second-Order Model of Perceived Behavioural Control.....	305
4.10.7	First-Order Model the Antecedents of Perceived Risk	308
4.10.8	Second-Order Model of Perceived Risk	311
4.10.9	Measurement Model for Endogenous Variable	314
4.11	Structural Model Analysis.....	316

4.12	Hypotheses Testing.....	319
4.12.1	The Relationship between Intention to Use and Actual Use.....	319
4.12.2	Relationship between Attitude, Subjective Norm, Perceived Behavioural Control, Perceived Risk and Intention to Use.....	319
4.12.3	Relationship between Antecedents of Attitude and Attitude.....	321
4.12.4	Relationship between Antecedents of Subjective Norm and Subjective Norm.....	322
4.12.5	Relationship between Antecedents of Perceived Behavioural Control and Perceived Behavioural.....	323
4.12.6	Relationship between Antecedents of Perceived Risk and Perceived Risk.....	324
4.13	Summary of Findings.....	325

CHAPTER 5 DISCUSSION AND CONCLUSION

5.1	Introduction.....	328
5.2	Recapitulation of the Study Findings.....	328
5.3	Discussion.....	331
5.3.1	Actual Usage Level of Mobile Marketing Services.....	331
5.3.2	The Relationship between Behavioural Intention to Use and Actual Use.....	338
5.3.3	The Relationship between Attitude, Subjective Norm, Perceived Behavioural Control, Perceived Risk and Intention to Use.....	341
5.3.3.1	The Relationship between Attitude and Intention to Use.....	341
5.3.3.2	The Relationship between Subjective Norm and Intention to Use.....	344
5.3.3.3	The Relationship between Perceived Behavioural Control and Intention to Use.....	349
5.3.3.4	The Relationship between Perceived Risk and Intention to Use...	352
5.3.4	The Relationship between Perceived Usefulness, Perceived Ease of Use Compatibility, Perceived Image, Personal Innovativeness and Attitude...	356

5.3.4.1	The Relationship between Perceived Usefulness and Attitude.....	357
5.3.4.2	The Relationship between Perceived Ease of Use and Attitude....	360
5.3.4.3	The Relationship between Perceived Compatibility and Attitude.	363
5.3.4.4	The Relationship between Perceived Image and Attitude.....	365
5.3.5	The Relationship between Friends, Family, Media and Subjective Norm.....	369
5.3.6	The Relationship between Self-Efficacy, Resource and Technology Facilitating Condition and Perceived Behavioural Control.....	374
5.3.7	The Relationship between Perceived Security, Perceived Privacy and Perceived Risk.....	379
5.4	Contributions of the Research.....	382
5.4.1	Theoretical Contribution.....	383
5.4.2	Methodological Contribution.....	385
5.4.3	Managerial Implications.....	386
5.5	Limitations and Suggestions for Future Studies.....	390
5.6	Conclusion.....	393
REFERENCES.....		395
APPENDICES		
Appendix A	: Research Questionnaire.....	413
Appendix B	: Chi-Square Test (Non-Response Bias).....	430
Appendix C	: Results of Multivariate Assumptions.....	434
Appendix D	: Factor Analysis.....	437
Appendix E	: Reliability Analysis.....	462
Appendix F	: T-Test and Anova.....	480
Appendix G	: Confirmatory Factor Analysis (CFA) and Structural Model Analysis.....	484

LIST OF TABLES

Table No.	Title of Table	Page
Table 1.1	Total Mobile Phone Subscribers and Penetration Rate in Malaysia	4
Table 2.1	Definition of Mobile Marketing Used by Practitioners	26
Table 2.2	Selected Definition of Mobile Marketing Used by Academicians	28
Table 2.3	Summary of the Studies on Individual Level of Acceptance (Intention to use)	43
Table 2.4	Studies on Acceptance Mobile Technology and Services	54
Table 2.5	Studies that Using IDT	64
Table 2.6	Studies that Using TRA	70
Table 3.1	Measures of the Study	199
Table 3.2	Items represent the Actual Use Scale	200
Table 3.3	Items represent the Behavioural Intention Scale	201
Table 3.4	Items represent the Attitude Scale	202
Table 3.5	Items represent the Subjective Norm Scale	203
Table 3.6	Items represent the Perceived Behavioural Control Scale	204
Table 3.7	Items represent the Perceived Risk Scale	205
Table 3.8	Items represent the Perceived Usefulness Scale	206
Table 3.9	Items represent the Perceived Ease of Use Scale	207
Table 3.10	Items represent the Compatibility Scale	208
Table 3.11	Items represent the Perceived Image Scale	209
Table 3.12	Items represent the Personal Innovativeness Scale	210

Table 3.13	Items represent the Perceived Enjoyment Scale	210
Table 3.14	Items represent the Friends Scale	211
Table 3.15	Items represent the Family Scale	212
Table 3.16	Items represent the Media Scale	212
Table 3.17	Items represent the Self-Efficacy Scale	213
Table 3.18	Items represent the Resource Facilitating Condition Scale	214
Table 3.19	Items represent the Technology Facilitating Condition Scale	215
Table 3.20	Items represent the Perceived Security Scale	215
Table 3.21	Items represent the Perceived Privacy Scale	216
Table 3.22	Population of the Study	219
Table 3.23	Sample Size of the Study	220
Table 3.24	Total Questionnaire Distributed	222
Table 3.25	Reliability Coefficient for the Variables in Pilot Study	223
Table 3.26	Summary of the Assumptions for Conducting Factor Analysis	232
Table 3.27	Goodness-of-Fit (GOF) Criteria and Acceptable Fit Interpretation	242
Table 4.1	Results of Chi-square Test for Response Bias between Early and Late Respondents	249
Table 4.2	Profile of Respondents	251
Table 4.3	Results of the Skewness and Kurtosis for all Study Variables	253
Table 4.4	Results of Homoscedasticity	255
Table 4.5	Pearson Correlations Matrix for Study Variables	257
Table 4.6	Results of Multicollinearity Test for Actual Use of Mobile Marketing Services	258

Table 4.7	Test of Appropriateness for Conducting Factor Analysis	260
Table 4.8	The results of Factor Analysis on Antecedents of Attitude	263
Table 4.9	The results of Factor Analysis on Antecedents of Subjective Norm	265
Table 4.10	The results of Factor Analysis on Antecedents of Perceived Behavioural Control	268
Table 4.11	The results of Factor Analysis on Antecedents of Perceived Risk	272
Table 4.12	The results of Factor Analysis on Attitude	274
Table 4.13	The results of Factor Analysis on Subjective Norm	275
Table 4.14	The results of Factor Analysis on Perceived Behavioural Control	277
Table 4.15	The results of Factor Analysis on Perceived Risk	278
Table 4.16	The results of Factor Analysis on Behavioural Intention	279
Table 4.17	The results of Factor Analysis on Actual Use	281
Table 4.18	Reliability Coefficients for the Variables in the Study	282
Table 4.19	Summary of Re-Statement of Hypotheses	283
Table 4.20	Descriptive Statistics for Study Variables	285
Table 4.21	Actual Usage Behaviour by Gender	286
Table 4.22	Actual Usage Behaviour by Age, Ethnicity and Study Programme	288
Table 4.23	Convergent Validity for First-Order CFA Model Antecedents of Attitude	292
Table 4.24	Discriminant Validity of Constructs for First-Order CFA Model Antecedents of attitude	292
Table 4.25	Convergent Validity for Second-Order CFA Model Antecedents of Attitude	296
Table 4.26	Discriminant Validity of Constructs Second-Order CFA Model Antecedents of Attitude	296

Table 4.27	Convergent Validity for First-Order CFA Model the Antecedents of Subjective Norm	298
Table 4.28	Discriminant Validity of Constructs for First-Order CFA Model the Antecedents of Subjective Norm	299
Table 4.29	Convergent Validity for Second-Order CFA Model the Antecedents of Subjective Norm	301
Table 4.30	Discriminant Validity of Constructs for Second-Order CFA Model the Antecedents of Subjective Norm	302
Table 4.31	Convergent Validity for First-Order CFA Model the Antecedents of Perceived Behavioural Control	304
Table 4.32	Discriminant Validity of Constructs for First-Order CFA Model the Antecedents of Perceived Behavioural Control	305
Table 4.33	Convergent Validity for Second-Order CFA Model the Antecedents of Perceived Behavioural Control	307
Table 4.34	Discriminant Validity of Constructs for Second-Order CFA model the Antecedents of Perceived Behavioural Control	308
Table 4.35	Convergent Validity for First-Order CFA Model the Antecedents of Perceived Risk	310
Table 4.36	Discriminant Validity of Constructs for First-Order CFA Model the Antecedents of Perceived Risk	310
Table 4.37	Convergent Validity for Second-Order CFA Model of Perceived Risk	313
Table 4.38	Discriminant Validity of Constructs for Second-Order CFA Model of Perceived Risk	313
Table 4.39	Convergent Validity for Intention and Behaviour Constructs	316
Table 4.40	Discriminant Validity of Constructs	316
Table 4.41	Results of Hypothesis Testing for Acceptance of Mobile Marketing	320
Table 4.42	Results of Squared Multiple Correlations (SMC)	321

Table 4.43	The results of Hypothesis Testing for Antecedents of Attitude	322
Table 4.44	The results of Hypothesis Testing between Antecedents of Subjective Norm and Subjective Norm	323
Table 4.45	The results of Hypothesis Testing between Antecedents of Perceived Behavioural Control and Perceived Behavioural Control	324
Table 4.46	The results of Hypothesis Testing between Antecedents of Perceived Risk and Perceived Risk	325
Table 4.47	Summary of Hypotheses Testing	326

LIST OF FIGURES

Figure No.	Title of Figure	Page
Figure 2.1	Theory of Reasoned Action	66
Figure 2.2	Theory of Planned Behaviour	72
Figure 2.3	Technology Acceptance Model	76
Figure 2.4	Decomposed Theory of Planned Behaviour	84
Figure 2.5	Theoretical Framework	158
Figure 2.6	Research Hypotheses	187
Figure 3.1	Example the First-Order of Measurement Model	236
Figure 3.2	Example the Second-Order of Measurement Model	238
Figure 4.1	Scatterplot for Actual Use	254
Figure 4.2	First-Order Model the Antecedents of Attitude	290
Figure 4.3	Second-Order Model of Attitude	294
Figure 4.4	First-Order Model the Antecedents of Subjective Norm	297
Figure 4.5	Second-Order Model of Subjective Norm	300
Figure 4.6	First-Order Model the antecedents of Perceived Behavioural Control	303
Figure 4.7	Second-Order Model of Perceived Behavioural Control	306
Figure 4.8	First-Order Model the Antecedents of Perceived Risk	309
Figure 4.9	The Re-Specify Second-Order Model of Perceived Risk	312
Figure 4.10	Measurement Model for Intention and Actual Use Constructs	314
Figure 4.11	The Re-Specify Model of Structural Model Analysis	318

LIST OF ABBREVIATIONS

Abbreviation

AMOS	: Analysis of Moment Structures
ANOVA	: Analysis of Variance
ATT	: Attitude
AU	: Actual Use
AVE	: Average Variance Extracted
BTOS	: Bartlett Test of Sphericity
BI	: Behavioural Intention
B2C	: Business to Consumer
C&M	: Contribution of Communications and Multimedia
CFA	: Confirmatory Factor Analysis
CFI	: Comparative Fit Index
CR	: Critical Ratio
CSE	: Computer Self-Efficacy
DF (df)	: Degree of Freedom
DTPB	: Decomposed Theory of Planned Behaviour
EFA	: Exploratory Factor Analysis
GDP	: Gross Domestic Product
GFI	: Goodness of Fit Index
GNP	: Gross National Product
GOF	: Goodness of Fit
ICT	: Information Communication Technology

IDT	: Innovation Diffusion Theory
IS	: Information System
IT	: Information Technology
ITU	: International Telecommunication Union
KMO	: Kaiser-Meyer-Olkin
MCMC	: Malaysian Communications and Multimedia Commission
MD	: Media
MSA	: Measure of Sampling Adequacy
MMA	: Mobile Marketing Association
MMS	: Multimedia Messaging Services
MI	: Modification Index
MSE	: Mobile Self-Efficacy
NFI	: Normed Fit Index
PBC	: Perceived Behavioural Control
PCA	: Principal Component Analysis
PEOU	: Perceived Ease of Use
PI	: Perceived Image
PINN	: Personal Innovativeness
PR	: Perceived Risk
PSC	: Perceived Security
PPV	: Perceived Privacy
PTT	: Push to Talk
PU	: Perceived Usefulness
RMSEA	: Root Mean-square Error of Approximation
SE	: Self-Efficacy

SEM	: Structural Equation Modeling
SMC	: Squared Multiple Correlation
SMS	: Short Message Service
SN	: Subjective Norm
SPSS	: Statistical Package for the Social Sciences
TAM	: Technology Acceptance Model
TLI	: Tucker-Lewis Index
TPB	: Theory of Planned Behaviour
TRA	: Theory of Reasoned Action
UiTM	: Universiti Teknologi MARA (UiTM)
USM	: Universiti Sains Malaysia
UUM	: Universiti Utara Malaysia
VIF	: Variance Inflation Factor
WAP	: Wireless Application Protocol

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

The worldwide mobile phone users are recorded as 3 billion marked in late 2007, more than 4 billion in 2008 and is now expected to cross 5.5 billion by the end of 2013. Over the past years, the bulk of growth in the worldwide users' base is expected to continue to come from the Asia Pacific Region, Africa, the Middle East and Latin America (Worldwide Mobile Market, 2009). Moreover, mobile phones have become important and inseparable part of everyday life for a majority of people in developed countries who carry it with them every time and every where (Smura, Kivi, & Toyli, 2009). According to Hanley and Becker (2008) mobile phone is rapidly becoming one of the most influential mediums for marketing ever since the introduction of the internet. The mobile phone is an important communication channel used everyday by billions around the world and it has proved to become a dominant channel for marketing as well (Braiterman & Becker, 2007).

The impact of mobile phone technologies has now become undeniable in our daily lives (Balasubramanian, Peterson, & Jarvenpaa, 2002) whereby it leads to increasing the accessibility, frequency and speed of communication. The development of the internet and wireless telecommunications in the late 1990s has created the way for an increasing use of data services for the mobile phone user and one of the prospective areas

The contents of
the thesis is for
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